



SPORTGAZDASÁGTANI  
KUTATÓKÖZPONT

V. SKEOF Conference  
(Forum of Hungarian Sports Business Researchers and Professors)  
21st-22nd of January 2021, Thursday-Friday

**Challenges of the 3rd Decade of the 3rd Millennium in Sport**

Main patrons of the Conference:

**Dr. Tünde Szabó, State Secretary**, State Secretariat for Sport of the Ministry of Human Resources

**Dr. András Cser-Palkovics, Mayor**, Székesfehérvár

**Tamás Stukovszky, Head of Department**, Corporate and Business Relations, Corvinus University of  
Budapest

**The program of the Conference:**

Online registration: <https://www.uni-corvinus.hu/ninja-forms/10547goh>

21st of January, 2021

**9.00-9.30 Welcome speech**

**Dr. Miklós Kozma**, Associate Professor, Head of International Relations, Sport Business Research Centre, Corvinus University of Budapest

**Welcome speech**

**Zoltán Kynsburg**, Head of Institutional Relations, Sport Business Research Centre, Corvinus University of Budapest

**Welcome speech**

**9.30-11.30 Plenary program**

**9.30-10.30: Academic keynote speech**

**Prof. Dr. Holger Preuss**, professor, sport-economics and sports sociology, Institute of Sports Science, Johannes Gutenberg University, Mainz, Germany

**Expectations of Mega Sport Events and their legacy in the 3rd decade of the 21st century**

**10.30-11.30: Industry keynote speech**

**Csaba Siklósi**, Managing Director, Sportfive Hungary  
**Digital developments in stadium operation**

## **11.30-13.00 Networking sessions**

**Facilitated, randomized speed networking sessions among registered participants**

**13.00-15.00**

### **Section I.**

**Should I stay or should I go (English language session): Opportunity, Pressure and Risk of Change**

Chairman of the section: Dr. Miklós Kozma, Associate Professor, Sport Business Research Centre

**13.00-14.00**

**The future of football in the new decade**, round-table discussion with industry professionals

**Jesús Pizarro Bravo**, LaLiga Delegate Hungary (Romania, Bulgaria, Croatia & Serbia), International Development

**Paula de la Peña**, Director of External Relations and Development, Granada Club de Fútbol

**Olivier Jarosz**, Managing Partner, Club Affairs (Co-author of the European Club Association's "ECA Club Management Guide")

**Hunor Dudás**, CEO and owner, The Path Sports Management

**14.00-14.30**

**Tarkan Batgün**, CEO, Comparisonator

**Who makes the best solution, survives – changes in football econometrics**

**14.30-15.00**

**Nenad Sostaric**, head-coach of the Croatian Women's Handball National Team

**Where is handball heading?**

## **15.00-15.30 Networking sessions**

**Facilitated, randomized speed networking sessions among registered participants**

**15.30-18.00**

### **Section II.**

**Leisure – Health – Workplace in 2020 (in Hungarian)**

Chairman of the Section: Dr. Zsolt Havran, Assistant Professor, Sport Business Research Centre

**15.30-15.50**

**Pongrác Ács**, professor, Dean, Head of Institute, University of Pécs, Faculty of Health Sciences  
(title under clarification)  
+10 minutes for questions

**16.00-16.20**

**Ágota Kun**, work and organization psychologist, Assistant Professor, Budapest University of Technology and Economics, GTK, Department of Ergonomics and Psychology

**Train your brain! – Rewiring the brain – everyday success and well-being with positive psychological interventions**  
+10 minutes for questions

**16.30-16.50**

**Gergely Román**, Online/Digital Director, Decathlon Hungary

**Changed shopping and sports habits**  
+10 minutes for questions

**17.00-17.20**

**Attila Kajos**, Assistant Professor, Corvinus University of Budapest, Department of Business Studies, Sport Business Research Centre

**Participants' sports consumption, sports motivation**  
+10 minutes for questions

**17.30-17.50**

**Ágnes Szabó**, Assistant Professor, Corvinus University of Budapest, Department of Business Studies, Sport Business Research Centre

**Workplace health, workplace sports**  
+10 minutes for questions

## **18.00-18.30 Networking sessions**

**Facilitated, randomized speed networking sessions among registered participants**

**22nd of January, 2021**

**9.30-10.00 Welcome Speeches (in Hungarian)**

**Dr. Tünde Szabó**, State Secretary, State Secretariat for Sport of the Ministry of Human Resources

**Welcome speech**

**Attila Mészáros**, Deputy Major, Székesfehérvár

**Welcome speech**

**Dr. Krisztina András**, Associate Professor, Head of Department, Director, Sport Business Research Centre

### Welcome speech

**Tamás Stukovszky**, Head of Department, Corporate and Business Relations, Corvinus University of Budapest

### The prominent role of education in the sport of the third millennium

**10.00-12.00**

### Section III.

#### The answers of professional sport to new challenges (in Hungarian)

Chairladies of the Section: Dr. Krisztina András and Dr. Tünde Máté, Sport Business Research Centre

**10.00-10.20**

**Pál Orosz**, CEO, FTC Labdarúgó Zrt.

"Where is international club football going, where's Fradi's place?"

+10 minutes for questions

**10.30-10.50**

**Norbert Michelisz**, auto racing driver, Hyundai Motorsport GmbH, M1RA

Challenges and opportunities in modern motorsports

+10 minutes for questions

**11.00-11.20**

**Dr. Szabolcs Bíró**, Acting CEO, EUROHANDBALL 2022 Nonprofit Kft.

Experience-based sports event organization – EURO 2022

+10 minutes for questions

**11.30-11.50**

**Mátyás Esterházy**, Acting CEO, EM Sports Kft.

The transformation of the player market: processes, opportunities and challenges in relation to Hungarian football

+10 minutes for questions

### 12.00-13.00 Plenary program (in Hungarian)

**12.00-12.30: Plenary final speech**

**Dr. Krisztina András**, Associate Professor, Head of Department, Director, Sport Business Research Centre

Challenges of the 3rd decade of the 21st century in sport

### AWARD CEREMONY

**12.30-12.45: "Excellence in Sports Economics" award ceremony**

The award is presented by Sport Business Research Centre of Corvinus University of Budapest to sports economics actors who have significantly contributed to the development of Hungarian sports economics research or education.

### **13.00-14.00 Networking sessions**

**Facilitated, randomized speed networking sessions among registered participants**

*Program Director of the Conference: Dr. Krisztina András*

*Secretary of the Conference: Dr. Tünde Máté*

*Organising Committee: Dr. Krisztina András, Dr. Zsolt Havran, Dr. Miklós Kozma, Dr. Attila Kajos, Zoltán Kynsburg, Dr. Tünde Máté, Dr. Ágnes Szabó, Zóra Anna Sajni and Zita Németh*

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